

Associated Skin Care Professionals (ASCP) Skin Care Schools Council

Updates and Actions

It's been more than a year since the ASCP Skin Care Schools Council was launched in Denver and its initial participants have made significant foundational progress since the kickoff. In November, the Council held its first joint meeting with the American Association of Cosmetology Schools (AACS) at the AACS annual conference in Phoenix. In January 2010, ASCP hosted a virtual meeting to set the stage for selecting leadership representatives and making other key decisions.

At the January meeting, ASCP executive director Jesse Cormier reviewed the impetus for the Council's founding, its mission statement, and the decision to affiliate with AACS. Key decisions made were as follows.

Structure of the Council

The Council has been an organizing force as the leadership slate has evolved for the

Council's second year. These leaders will represent the interests of general Council membership and will be responsible for participating in teleconference meetings to plan, execute, and lead future Council meeting agendas. They may also be called upon to assist with other AACS functions, such as education agenda suggestions and/or, direction. Initial terms of service are one year, but term length will be discussed more fully when the Council meets in person at the AACS annual conference this November in Orlando, Florida. Meeting participants voted in January to limit leadership to skin care school owners, directors, or other school representatives. Other industry partners will be allowed to attend Council meetings and serve on committees in a nonvoting capacity only. Whether they can serve as members

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at large is yet to be determined; the Council will take up this question in November.

The following leadership has emerged through the selection process for the period of January 2010 to January 2011.

- Katie Armitage, ASCP president, and Jesse Cormier, ASCP executive director, co-chairs.
- Members at large: Michelle D'Allaird, Aesthetic Science Institute, Latham, New York; Annette Hanson, Atelier

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\$1,000 NCEA scholarship awarded to Utah esthetics student

Associated Skin Care Professionals (ASCP) has sponsored its fourth \$1,000 esthetician scholarship, recently awarded to Camilla E. Frandsen, who is studying esthetics at the Echelon Edge Academy in Draper, Utah. Frandsen's interest in esthetics stems from her own skin care challenges. She works part-time as a receptionist at a full-service salon and spa, and attends class 28 hours a week.



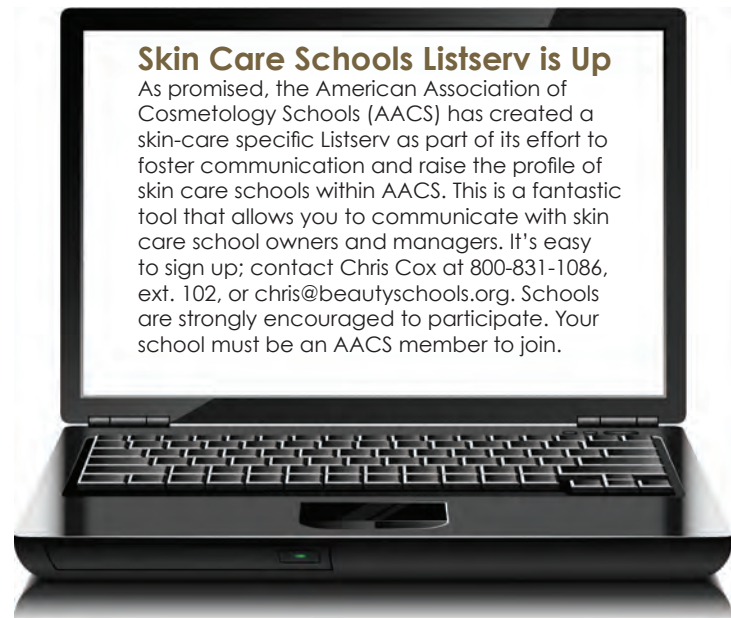
Camilla E. Frandsen

Scholarship winners are chosen by members of the National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA). Scholarships are awarded in part on the basis of 250-word applicant essays on financial need and reasons for pursuing skin care. Students must be halfway through an esthetics-only program and meet academic and attendance criteria.

ASCP members may subscribe to the NCEA e-newsletter and receive a

Two NCEA scholarships are still available to students this year; deadlines are September 1 and December 1.

free six-month membership by emailing their contact information to nceaorg@aol.com. For more scholarship information and an application, visit www.ncea.tv. ©



Strengthen Your School's Web Presence

In today's Web-based marketplace, your Web presence is likely to be the most effective way to reach potential students. Research shows 84 percent of high school students seeking higher education use websites to conduct most of their research for choosing a school. Following are some groups you may want to target with your website.

- **Prospective students.** Prospective students need general information about your

school and its philosophy, the admissions process, career opportunities, class schedules, the focus of your curriculum, requirements for attendance, student services, and term start dates.

- **Current students.** Current students use websites to find out about classroom news, homework deadlines, quiz dates, school policies, and upcoming events.
- **Staff and faculty.** Staff and faculty use school websites to find out about curriculum changes, policies, schedules, school closures, upcoming events, or to exchange ideas and suggestions.

The rule of thumb is that each group can get to the information they need within three clicks. Every page should provide a link to contact details for the school and primary administrators.

- Websites should be visually appealing but simple enough to allow pages to load within 10 seconds on dialup connections.
- Studies indicate people read less effectively on the Web, so paragraphs should be no longer than three sentences and bullet points should be used liberally.
- Graphics should help convey the content, but don't have so many that the user feels overwhelmed.
- Good pictures can save a lot of explaining; use them to convey ideas and save on text.

ASCP School members receive a free website and free email account. Visit www.ascpskincare.com for additional membership information. For schools that already have a Web presence, you can use your ASCP site as a teaching tool in business classes or create a separate presence for a clinic or outreach program. ©



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Esthetique Institute of Esthetics, New York City; Natalie Parkin, SkinWorks School of Advanced Skin Care, Salt Lake City; Christie Rice, Clary Sage College, Tulsa, Oklahoma; Laura Todd, Institute of Advanced Medical Esthetics, Richmond, Virginia.

Council Meetings

The AACS Annual Convention is scheduled for October 29 through November 1 at the Renaissance Orlando Resort at SeaWorld. The Council is likely to decide at that time when additional in-person meetings will be held from that point forward. ASCP has offered to host virtual meetings or schedule conference calls for the Council on a regular basis.

AACS Committee Service

Participants at the January meeting identified six AACS committees for which they deem skin care school representation

essential. AACS appointed the following committee volunteers to these positions:

Accreditation
TBD

Annual Convention committees
Lynelle Lynch, Lynn Maestro, Carol Phillips

Cosmetology Educators of America
Martine Edwards, Alison Moffo, Christie Rice, Pamela Springer, Sara Stone

Government relations (federal)
Christine Gordon

Membership
Betty Garces, Arlene Malay

State relations
Laura Todd, Keri Sweeten, Wanda Zachary

The time commitment for committee service will include attending one AACS conference as directed by the committee and participating in monthly conference calls. ☺

Mark Your Calendars!

July 23-26
COSMETOLOGY EDUCATORS OF AMERICA ANNUAL CONVENTION
Renaissance Orlando at SeaWorld
Orlando, FL
800-831-1086
www.beautyschools.org

Oct. 29 to Nov. 1
AMERICAN ASSOCIATION OF COSMETOLOGY SCHOOLS ANNUAL CONVENTION (and ASCP SKIN CARE SCHOOLS COUNCIL)
Renaissance Orlando at SeaWorld
Orlando, FL
800-831-1086
www.beautyschools.org



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face to face

ASCP News for the School Community

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